

Workplan Logistics
Program Contact: Evan Toulon, #6316**I. Selling/Execution Detail**

Month: June
Promotion: DORAL B1G1F
Promotion #: 800432
Item #: 541865 Display/POS Kit
Segment: Partners Pack Outlets
SKU Quantity: 20
Placement/MSA Reporting: DOR JUN B1G1F
Reporting Dates: 6/1/98 - 7/31/98
Promotion Details: 1) Promotion Description - DORAL Buy 1 Get 1 Free with name generation insert will be pre-sleeved in Winston-Salem (Philadelphia, Boston, New York, Buffalo, N. California, S. California, Seattle, Chicago, Detroit Regions) WAM will participate.
2) Materials Description - #541865 Display/POS Kit includes POS Card, Counter Display
3) Recommended Displays - Included in SKU
Pricing Details: - Invoice Description: DORAL B1G1F
- Pricing: Regular list price
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product 1.4% EFT
- Additional Allowance: State tax for free product
Promotional Packaging UPC: 12300-23797
Product UPC: 25361 - DORAL FF Mthl 25366 - DORAL Mthl 100
25362 - DORAL FF 100 25367 - DORAL FF Box
25364 - DORAL FF 85 25368 - DORAL Lts Box
25363 - DORAL Lts Mthl 100 25369 - DORAL Box 100
25365 - DORAL Ult Lts 100 25370 - DORAL Lts Box 100
* VAP Payment Per 6M Case: 1) Pack Only - \$3.30 per promoted 6M case (\$1.77 * per SKU of 20)
2) Pack and Ship - \$4.90 per promoted 6M case (\$1.14 * per SKU of 20)

II. Promotion Timing

Allocations Available: 3/2/98
Model Available: 3/23/98
Allocation Adjustments to Model: 3/23 - 4/17/98
Templates Available: 4/20/98
Valued-Added Transfer Deadline: 4/24/98
First Order Date: 4/27/98
First Delivery Date to Direct Accounts: 5/18/98
VAP/Delivery Date to Retail Accounts: 6/15/98
Last Delivery Date to Direct Accounts: 6/26/98
Roll Remaining Allocations to National/Clean-Up: 6/29 - 7/3/98

* **Revised - SKU Cost Only**

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Second Quarter 1998
June C/G DORAL B1G1F (9 Regions)
Promotion #800432, Item #541865

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| | Region | # Offers | # SKUs | #541865 (1/SKU) POS/Dply Klt | Total 6M Cases | Lt Mthl 100 | UI Lt 100 | Lt Box 100 | FF Box 100 | Lt Box | FF Box | FF 85 | FF 100 | FF Mthl 85 | FF Mthl 100 |
|------|----------------|----------|--------|------------------------------------|-------------------|----------------|--------------|---------------|---------------|-----------|-----------|----------|-----------|---------------|----------------|
| 1100 | Boston | 87,600 | 4,380 | 4,380 | 584 | 146 | 146 | 146 | 146 | 0 | 0 | 0 | 0 | 0 | 0 |
| 1200 | New York Metro | 52,200 | 2,610 | 2,610 | 348 | 87 | 87 | 87 | 87 | 0 | 0 | 0 | 0 | 0 | 0 |
| 1300 | Philadelphia | 27,000 | 1,350 | 1,350 | 180 | 45 | 45 | 45 | 45 | 0 | 0 | 0 | 0 | 0 | 0 |
| 1600 | Buffalo | 86,400 | 4,320 | 4,320 | 576 | 144 | 144 | 144 | 144 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Total NESA | 253,200 | 12,660 | 12,660 | 1,688 | 422 | 422 | 422 | 422 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5100 | N. California | 105,600 | 5,280 | 5,280 | 704 | 15 | 15 | 169 | 169 | 170 | 170 | 0 | 0 | 0 | 0 |
| 5400 | S. California | 110,100 | 5,505 | 4,905 | 734 | 0 | 0 | 162 | 226 | 162 | 184 | 0 | 0 | 0 | 0 |
| 5600 | Seattle | 81,600 | 4,080 | 4,080 | 544 | 0 | 0 | 136 | 136 | 136 | 136 | 0 | 0 | 0 | 0 |
| | Total WSA | 297,300 | 14,865 | 14,265 | 1,982 | 15 | 15 | 467 | 531 | 468 | 490 | 0 | 0 | 0 | 0 |
| 6200 | Chicago | 19,200 | 960 | 960 | 128 | 0 | 0 | 0 | 0 | 0 | 0 | 32 | 32 | 32 | 32 |
| 6700 | Detroit | 130,200 | 6,510 | 6,510 | 868 | 217 | 217 | 217 | 217 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Total MWSA | 149,400 | 7,470 | 7,470 | 996 | 217 | 217 | 217 | 217 | 0 | 0 | 32 | 32 | 32 | 32 |
| | GRAND TOTAL | 699,900 | 34,995 | 34,395 | 4,666 | 654 | 654 | 1,106 | 1,170 | 468 | 490 | 32 | 32 | 32 | 32 |

NOTE: 6M case = 150 offers or 7.5 displays of 20 each.
Each carton contains 5 pre-sleeved offers.